



**Belvedere:**  
*Jerry Butler*

May 11, 2005

**Corte Madera:**  
*Melissa Gill*

**TO:** Executive Committee, Transportation Authority of Marin

**Fairfax:**  
*Lew Tremaine*

**RE:** Proposed Annual Report Format

**Larkspur:**  
*Joan Lundstrom*

Dear Commissioners:

**Mill Valley:**  
*Dick Swanson*

TAM is required per Public Utilities Code 180111, to prepare and adopt an annual report each year demonstrating progress made to achieve the objective of improving transportation conditions related to priority highway operations and local transportation needs. Additionally, per the Measure A Sales Tax Expenditure Plan, the Citizens' Oversight Committee must publish and make widely available to the public at large, an annual report regarding TAM's activities, plans and financial position as measured against the expenditure plan. Both reports can serve as a public outreach tool that describes TAM's accomplishments over the year and its plans for the year ahead.

**Novato:**  
*Pat Eklund*

**Ross:**  
*Tom Byrnes*

**San Anselmo:**  
*Peter Breen*

Staff is preparing to develop TAM's first Annual Report for fiscal year end 04/05. It is anticipated the Citizens' Advisory Committee, once formed, will establish schedule for preparation of their first report. At this time, staff is requesting concurrence on assumptions for reproduction and distribution budgets for both reports as well as format for TAM's report so development can get underway. (Suggested report content will be forwarded at a later date.)

**San Rafael:**  
*Al Boro*

**Sausalito:**  
*Amy Belser*

**Tiburon:**  
*Alice Fredericks*

Given the infancy of TAM, it is recommended that the content of TAM's first annual report be concise. This fact, when combined with the benefits of using the annual report as a public outreach tool, suggest a simple format that demonstrates TAM's credibility, transparency, responsiveness, efficiency and effectiveness through its design and content. After review of annual reports prepared by other Bay Area Transportation Authorities, TAM's public outreach consultant, CirclePoint (member of the Nolte Team) has suggested a format as follows:

**County of Marin:**  
*Susan Adams*  
*Hal Brown*  
*Steve Kinsey*  
*Charles McGlashan*  
*Cynthia Murray*

11 x 25 ½ tri-folded  
Color  
Bond card stock  
Matte Finish

Development of TAM's Annual Report was included in the Nolte Team's estimate of services. The cost to print and distribute TAM's annual report designed in the above format is estimated as follows:

1. TAM's current mailing list  
Assume 750 copies printed/165 mailed  
Approx. reproduction \$1,200  
Approx. mailing \$300
2. Marin's Likely Voters list  
Assume 74,000 copies  
Approx. reproduction \$24,000  
Approx. mailing \$15,000
3. Marin Households  
Assume 110,000 copies  
Approx. reproduction \$36,000  
Approx. mailing \$21,000

**Recommendation**

Staff recommends that the Executive Committee:

1. Confirm proposed format for TAM's Annual report.
2. Provide guidance on number of copies and distribution of TAM's Annual Report and the Citizen's Advisory Committee's Annual Report for budgeting purposes.

Respectfully Submitted,

Craig Tackabery  
Executive Director